

Packaging System

Background of the Invention

[0001] Packaging systems for packaging, promoting and displaying product, such as toys, for retail sale, are well known. To better promote the sale of the product, the packaging system ought to attractively display the product. The packaging system ought to, as well, provide display information to potential purchasers and provide an easy means of carrying the packaging system.

Summary of the Invention

[0002] It is an object of the invention to provide a packaging system, such as for packaging a collection of toys for retail sales.

[0003] In accordance with the invention, the packaging system comprises a container having a rim defining an open end, and a carrying assembly having a first portion for securely capturing the container rim and a second portion comprising a blister package. The blister package includes a blister section forming a carrying handle for the system.

[0004] It is contemplated that the blister package is generally arch shaped.

[0005] It is further contemplated that the blister package includes blister sections on opposing sides thereof to form the carrying handle.

[0006] It is still further contemplated that the blister section on one of the opposing sides is formed with an enlarged perimeter portion generally following the arch-shape of the blister package. The blister section on the other of the opposing sides may be formed with an enlarged perimeter portion generally following the arch-shape of the blister package. The blister section on the other of the opposing sides may include a recess which cooperates with the enlarged perimeter portion as the handle.

- [0007] It is yet further contemplated that the blister package includes blister portions for receiving display items. The blister package may also include a display card in the blister package.
- [0008] It is further contemplated that the packaging system includes an upper supporting surface, and means, such as projections or a circumferential ridge, for supporting the upper supporting surface within the container. The upper supporting surface may include shaped deformations for receiving items of display.
- [0009] It is further contemplated that the packaging system includes a lower supporting surface disposed below the upper supporting surface and defining a space. The space is adapted to contain display items.
- [0010] It is further contemplated that the packaging system includes a cover adapted for closing the open end of the container. The cover is disposed within the blister package.
- [0011] Other features and advantages of the present invention will be apparent to those of ordinary skill in the art in view of the detailed description of the preferred embodiment, which is made with reference to the drawings, a brief description of which is provided below.

Brief Description of the Drawing

- [0012] Figure 1 is an perspective view of a packaging system in accordance with the invention;
- [0013] Figure 2 is an exploded view of the packaging system of Figure 1;
- [0014] Figure 3 is a rear view of a carrying assembly of the packaging system of Figure 1; and
- [0015] Figure 4 is a detail view of a portion of the packaging system of Figure 1.

Detailed Description of a Preferred Embodiment

- [0016] A packaging system 10 in accordance with the invention is illustrated in the Figures. The packaging system 10 can be used to contain and display items, such as children's toys. In the disclosed embodiment, the packaging system 10 is in the form of a seasonal Easter basket, although other forms are contemplated without departing from the spirit of the invention.
- [0017] The packaging system 10 comprises a generally cylindrical container 12 having a rim 14 defining an open end 16. The packaging system 10 further includes a carrying assembly 18. The carrying assembly 18 has a first portion 20 for securely capturing and retaining the container rim 14 and a second, generally arch-shaped portion 22 comprising a blister package 24. The blister package 24 includes blister sections, discussed below, on opposing sides thereof to form a carrying handle for the system 10. When the carrying assembly 18 is securely installed over the container rim 14, the carrying handle can be used to lift the entire packaging system 10.
- [0018] The packaging system 10 further includes an upper supporting surface 26. The upper supporting surface 26 includes shaped deformations 28 for receiving the items of display.
- [0019] As shown particularly in Figure 4, the packaging system 10 also includes a circumferential ridge 30 extending about an inner surface 32 of the container 12 for supporting the upper supporting surface 26 within the container 12. A lower supporting surface 34 is disposed below the upper supporting surface 26 and defines a space 36. The space 36 is adapted to contain display material 37, such as synthetic Easter grass.
- [0020] A first blister section 40 on one of the opposing sides is formed with an enlarged perimeter portion 42 generally following the arch-shape of the blister package 24. A second blister section 46 (Figure 4)

on the other of the opposing sides is formed with an enlarged perimeter portion 48 also generally following the arch-shape of the blister package 24. Additionally the other of the opposing sides includes a recess 50 which cooperates with the enlarged perimeter portion 48 as a handle.

[0021] The blister package 24 also includes blister portions 52, 54 for receiving additional display items 56, 58, respectively. A display card 60 is also disposed in the blister package 24. Additionally, a cover 64, adapted for closing the open end of the container, is disposed within the blister package 24.

[0022] Modifications and alternative embodiments of the invention will be apparent to those skilled in the art in view of the foregoing description. This description is to be construed as illustrative only, and is for the purpose of teaching those skilled in the art the best mode of carrying out the invention. The details of the structure and method may be varied substantially without departing from the spirit of the invention, and the exclusive use of all modifications which come within the scope of the appended claims is reserved.